



No. 6e
Munich, September 18, 2015
Press Release

oils+fats 2015 – Closing Report

High-quality trade visitors mean brisk business

- Exhibitors delighted with the “substantial talks with high-caliber customers”
- 86 percent of the visitors were successful in preparing for investments
- Bavarian Evening was an occasion for informal networking
- Much praise for the “perfect organization”

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After three successful days, oils+fats has impressively confirmed its reputation as Europe’s business platform for the oils and fats industry. The exhibitors were all agreed: the high quality and wide international spread among the trade visitors are what make this small but highly specialized trade event into an attractive business platform for the entire sector.

On all three days the predominant picture in the halls was one of exhibitors and visitors sitting together in small groups, deep in conversation. Meeting just the right visitors—familiar faces as well as new contacts—that’s what the exhibitors have always liked about oils+fats. And this time again, it wasn’t the number of visitors but their quality that made this event into such a success. Almost all the 51 exhibitors from 17 countries expressly praised the quality of the visitors and the professionalism of the talks. But the overall look of the fair, in particular the booth presentations, has improved yet again in the eyes of many exhibitors. Günter Simon, Managing Director of the HF Group and Chairman of the Advisory Board of oils+fats summed it up: “Overall this was a very professional event. The atmosphere and the organization were good, and the Bavarian Evening was a big hit. Everybody was in a good mood.”

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Another big hit at oils+fats was the integration of the 8th International Symposium on Deep Frying. “This gave an added boost to the profile and



attractiveness of oils+fats,” said Frank Amoneit, Managing Director of Euro Fed Lipid (EFL), the conceptual sponsor of oils+fats.

Speaking for Messe München, the organizer of oils+fats, Managing Director Reinhard Pfeiffer said: “oils+fats caters for a very interesting sector with lots of potential. In this form, oils+fats presents an offering that is unique in Europe. The satisfaction expressed by the exhibitors is an incentive for us to further develop this small but high-quality trade fair and to attract further groups of visitors. In two years oils+fats will be taking place again in parallel with drinktec, the world’s leading trade fair for beverages and liquid food, and this will again generate synergy benefits.”

Most of the statements from the oils+fats exhibitors (see Press Release no. 5) mention the quality talks they had with well informed customers. Often these visitors came to the show looking for solutions for specific projects. Günter Börner, Director Marketing & Innovations at B+B Engineering, reported “substantial talks with high-quality customers, some of these talks resulted in orders.” Tommaso Tori from the Italian company Andreotti Impianti met with “decision-makers in the sector”. And Markus Schmidl of Clariant spoke of talks with “people you don’t otherwise get to meet”.

Jan Utratil, Sales Manager at the Czech company Farnet, has been a regular at oils+fats since the beginning. He particularly likes the “focus on the sector and the high quality of the visitors”. For Marketing Director Anik Roy, on the other hand, it was the first time his Indian company Mectech Process Engineers had taken part in oils+fats. And he achieved his goal of establishing a foothold on the European market: “The high quality of the visitors was most impressive to us: Here we were able to make new contacts and meet the decision-makers in the sector.”

The visitor survey conducted by Gelszus Messe-Marktforschung (GMM) mirrors the positive mood seen among the exhibitors. In terms of overall impression and



the benefits gained from visiting, oils+fats was rated even higher than at the last event two years ago, when the show was held in parallel with drinktec. 84 percent of the visitors gave an overall rating of “excellent to good” to oils+fats 2015, and the same percentage stated they had benefited from their visit. 89 percent of the visitors praised the presence of market leaders at the fair. oils+fats’ role as a business platform was also highly rated, as the visitor survey confirms. 85 percent of the visitors were able to pave the way for new business, 86 percent were successful in preparing for new investment. And a good 80 percent see oils+fats as superior to the competition. Based on the findings of this visitor survey, the future, too, looks good for oils+fats. 81 percent of the surveyed visitors said that oils+fats would at least maintain its current position or even gain significance, 86 percent said they would recommend the show to business partners.

Alongside the presentations by the exhibitors, oils+fats again put on an attractive supporting program. The lectures in the “Science meets Industry” innovation platform were particularly well attended. There the experts giving the lectures sought to form a bridge between R&D and industrial applications. “That way, we succeed in achieving the all-important transfer of innovations into industrial practice,” explained Bernhard Widmann, Head of the Technology and Support Centre (TFZ) in the Competence Centre for Renewable Resources. As ever the “Practical Short Courses” were very popular; these two-day courses are directed at young professionals and newcomers. Exhibitors and visitors alike were agreed in their positive impression of the Bavarian Evening: It was not only a welcome opportunity to wind down after two busy days at the fair, but also a good occasion for informal networking.

The next oils+fats takes place in September 2017, in parallel with drinktec, the World’s Leading Trade Fair for the Beverage and Liquid Food Industry.

See Press Release no. 5 for the testimonials from exhibitors at oils+fats 2015.



Photos from oils+fats are available in our [photo gallery](#).

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Messe München

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